



2027 NB 55+ GAMES BID GUIDELINES



Table of Contents

1

About the Games & History of the Games

2

List of Activities at the NB 55+ Games

3

Bid Application Guidelines - Introduction & Community Support

4

Bid Application Guidelines - Human Resources

5

Operations of the Games - Accommodations, Catering Services, Transportation & Public Relations/Marketing

6

Operations of the Games - Facilities, Tourism Experiences, Bilingualism & Budget

7

Bid Application Timeline





ABOUT THE GAMES

The NB 55+ Games is a biennial event where individuals 55 and older can participate in a variety of physical and cognitive activities. We aim to help promote a balanced and attainable path to active living for older adults in New Brunswick.

Remaining aligned with Recreation NB | Loisirs N.-B., the mission of the NB 55+ Games is to help create a healthier and happier province. We strive to promote healthy aging through physical and cognitive activities.

Recreation NB | Loisirs N.-B. is committed to, and will actively promote, the values upheld by the Canadian Senior Games Association of fun, fitness and friendship. We place importance on and value establishing spaces that foster social connection to increase a sense of community and belonging among New Brunswick's older adult community.

HISTORY OF THE GAMES

The NB 55+ Games were officially formed in 1992 as the governing body responsible for organizing sporting events aimed at promoting active living for individuals 55 and older. This initiative led to the inaugural NB 55+ Games in 1993, hosted in Saint John, marking the beginning of a beloved tradition that continues to thrive today.

In February 2024, Recreation NB | Loisirs N.-B. took over the responsibilities of the NB 55+ Games brand, continuing the legacy. As the NB 55+ Games move forward, they remain a beloved part of New Brunswick's recreational, sport, and community landscape.

LIST OF NB 55+ GAMES ACTIVITIES

- | | |
|------------------------|-------------------|
| 1. 8-ball Pool | 14. Hockey |
| 2. Badminton | 15. Lawn Bowling |
| 3. Bocce | 16. Pickleball |
| 4. Candlepin Bowling | 17. Scrabble |
| 5. Contract Bridge | 18. Slo-pitch |
| 6. Cornhole | 19. Swimming |
| 7. Cribbage | 20. Tennis |
| 8. Curling | 21. Timed Walk |
| 9. Cycling | 22. Track & Field |
| 10. Darts | 23. 5KM Walk/Run |
| 11. Duplicate Bridge | 24. 10KM Walk/Run |
| 12. Floor Shuffleboard | 25. Washer toss |
| 13. Golf | |

We strive to offer a strong variety of physical and cognitive games. However, it is not required to host all the above activities. Communities can add activities that are popular within their region to be highlighted as a demonstration activity. If your community wishes to add an activity to the above list, please include it within your bid application, along with the following information:

1. Point of contact for the activity
2. Number of participants
3. Equipment required
4. A community group willing to assist with coordinating that activity

BID APPLICATION GUIDELINES

INTRODUCTION

Communities interested in hosting the 2027 NB 55+ Games in September 2027 are asked to prepare a formal bid application for submission to Recreation NB | Loisirs N.-B.

Guidelines for the bid application are provided below.

Please indicate the following information as an introduction to your bid application:

1. Who are you?

- Community name and what your community values.
- Population size and demographics.
- Name of the community representative who will be the main point of contact.

2. Why does your community want to host the 2027 NB 55+ Games?

- Reasons why your community is interested in hosting the NB 55+ Games.
- What kind of impact will the NB 55+ Games have on your community.

COMMUNITY SUPPORT

Community support is critical to the success of the NB 55+ Games. It is therefore important to indicate the types of support your community is prepared to commit to the 2027 NB 55+ Games.

Please review the list of potential community supports.

- | | |
|-------------------------------|------------------------------|
| 1. Municipal Government | 6. Local Sport Organizations |
| 2. Older Adult Centres | 7. Local Businesses |
| 3. Assisted Living Facilities | 8. Older Adult Groups |
| 4. Age-Friendly Committees | 9. Community Centres |
| 5. Multicultural Associations | 10. Volunteer Groups |

Given the list provided, please indicate which group(s) are willing to support your bid for the 2027 NB 55+ Games in your application, and what that support would look like.

Successful bidders have had support from their Mayor and Council, who also assist with the press release announcing the Games will take place in their community. It is recommended that you seek support from your Mayor and Council before submission of your bid application.

HUMAN RESOURCES

The NB 55+ Games require significant contributions from groups such as volunteers, municipal staff, the organizing committee, and Recreation NB | Loisirs N.-B. staff. Based on the information provided below, please outline how you plan to engage the following groups: volunteers, municipal staff, and members of the organizing committee.

Volunteers

How will you plan to assist Recreation NB | Loisirs N.-B. with the recruitment of volunteers?

Municipal Staff

1. How many municipal staff will be allocated to assist Recreation NB | Loisirs N.-B. with the 2027 NB 55+ Games?
2. Please indicate the Municipal staff members by providing their title and role.
3. Will Municipal staff be on-site to volunteer during the 2027 NB 55+ Games?

Organizing Committee

1. Who from your Municipality will be available to sit on the Organizing Committee?
2. Do you have community members who could sit on the Organizing Committee?
3. Who do you believe should be on the Organizing Committee?

OPERATION OF THE GAMES

The 2027 NB 55+ Games will be a 2 and a half day, multi-event Games involving approximately 80+ participants. In your bid application, please explain how your community can address the following areas of operations:

Accommodations

- Please indicate the number of hotels/motels/B&Bs with the number of rooms each has available.
- We encourage the negotiation of room rates and the inclusion of those rates in your bid application.

Catering Services

- List all restaurants and catering services in the area.
- Please indicate venues that can host our opening and closing ceremonies. The venue will need a commercial kitchen on-site and a liquor license.

Transportation

- Please indicate if your community will be able to support the event with transportation. If so, what will that look like? i.e., access to city transit, buses set aside for 55+ Games participants, ridesharing services, use of rental car agency vehicles, use of dealership vehicles, care home transportation, any local older adult transit services, and/or city bike rentals.
- Please indicate the duration during which we would have access to transportation, i.e., unlimited access during the entire 2 and a half days, limited access (only mornings and/or evenings), only for special events (opening and closing ceremonies), or only transportation to certain venues.
- Please indicate any challenges you foresee with transportation during the event.

Public Relations/Marketing

- Please identify the media resources available and the plan for involving each in the promotion and coverage of the NB 55+ Games.
- Please indicate the staff member responsible for public relations/marketing.

OPERATION OF THE GAMES

Facilities

(Refer to the list of activities to determine which facilities within your community would be ideal)

- Please identify the facilities within your community that could be utilized for the 2027 NB 55+ Games. Indicate the facility specifications, size, accessibility, change rooms, concessions, etc. Additionally, please indicate the location of facilities and their proximity to participant accommodations.
- Please identify non-municipally owned facilities that would be willing to offer the use of their facility.

Tourism Experiences

- Please identify local tourism experiences that would be of interest to participants of the 2027 NB 55+ Games.
- Will there be any other special events taking place during the 2027 NB 55+ Games?
- From a tourism perspective, please provide options for experiences that can elevate the participant experience of the 2027 NB 55+ Games. i.e., concert series, markets, etc.

Bilingualism

- As a non-profit organization that represents the province of NB, Recreation NB | Loisirs N.-B. strives to provide all communications and events in both English and French. Please indicate how you plan to support our efforts in promoting bilingualism.

Budget

- Please provide a breakdown of the cost of your community's services. In previous years, communities have offered their services as in-kind sponsorship. If you wish to offer your services via in-kind sponsorship, please indicate so and describe how we can bring value to you as a sponsor.

BID APPLICATION TIMELINE

- Deadline for bid application (March 2nd 2026)
- Notification of successful bidder and contract signing (March 16th 2026)
- Announcement of successful bidder (March 19th 2026)
- Formation of the organizing committee (June 29th 2026)

